



# USDA Weekly Retail Turkey Feature Activity

Fri. Nov 09, 2007

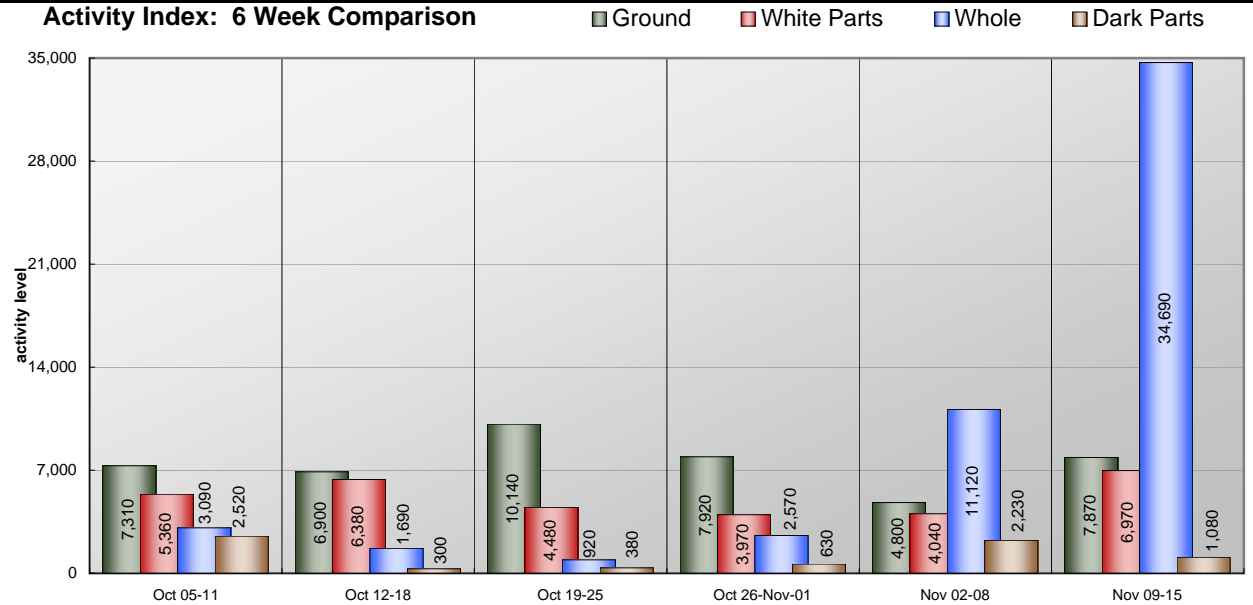
## Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 11/09 thru 11/15.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	75.4% of 17,000 outlets		54.4% of 17,000 outlets		61.4% of 17,000 outlets	
Special Rate 4/	8.3%		2.1%		11.6%	
Activity Index 2/	52,230		23,710		37,170	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
<b>WHOLE BIRDS:</b>						
Fresh - Hens	3,760	1.09	10	1.28	2,300	1.13
" - Toms	3,760	1.10	10	1.28	2,300	1.13
Frozen - Hens	13,520	0.77	5,740	0.69	10,450	0.75
" - Toms	13,650	0.76	5,360	0.67	10,660	0.75
<b>PARTS:</b>						
<b>Breast:</b>						
<b>Bone-in, whole</b>						
Fresh	1,920	2.28	300	2.29	790	2.17
Frozen	2,910	2.08	1,630	1.44	1,670	1.78
<b>Hotel Style</b>						
Fresh	20	1.99				
Frozen					10	1.79
<b>Split, bone-in</b>						
Fresh						
Rotisserie	840	7.13	1,180	8.23	630	7.17
Boneless, whole	20	3.99	60	3.49	30	4.24
Cutlets	430	4.39	590	3.98	1,120	4.27
Cutlets, thin sliced	200	4.21	210	4.99	80	4.08
Strips	140	4.99			730	4.54
Tenders	490	4.20	70	4.59	950	4.19
Marinated Tenders	1,190	3.82	1,200	3.87	80	3.92
<b>Drumsticks</b>						
Thighs	30	1.09	590	1.35	200	0.99
Wings	30	1.09	40	1.37		
Necks			570	1.37		
Smoked Drumsticks	380	1.91	430	2.01	30	1.39
Smoked Wings	330	1.92	300	1.89		
Smoked Necks	310	1.89	300	1.89		
<b>GROUND TURKEY:</b>						
Patties	7,870	2.62	4,800	2.74	4,680	2.46
Sausage	1,070	2.81	450	2.62	420	2.45
85% lean	1,990	2.50	600	2.53	1,050	2.43
93% lean	900	1.89	890	1.84	30	0.99
Breast	2,780	2.39	1,420	2.30	2,810	2.31
	1,130	3.82	1,440	3.84	370	3.89
Rolls (frsh/frz 1 lb.)	430	1.28	320	1.29	460	1.05

Note: rolls not included in ground fresh ground turkey total and weighted average.

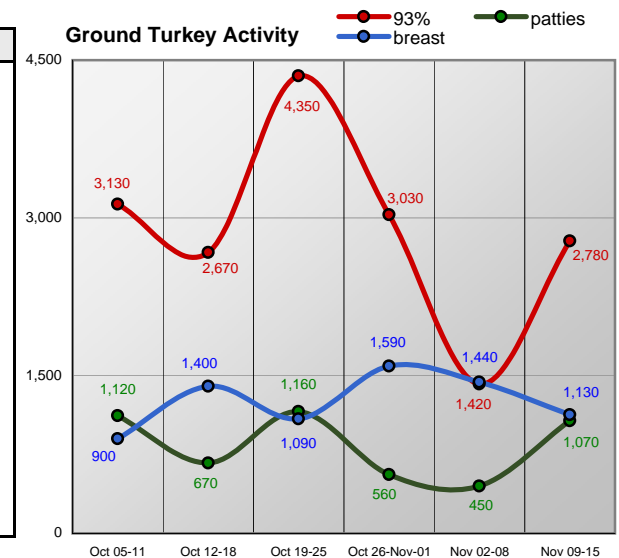
### Activity Index: 6 Week Comparison



### Turkey Featuring - 11/09 thru 11/15

Feature activity on frozen whole birds surge with Thanksgiving only two weeks away and fresh turkeys show up in ads breaking late in the week. Whole turkey activity is up considerably from the previous week and from the same week a year ago as many stores feature multiple brands with varying prices. Fresh and frozen bone-in breasts are active, with prices about steady on fresh but very strong on frozen. Other white parts are at about the same level as last week. Dark parts slow from last week but are still widespread. Offers of grinds are sharply higher, led by sausage and 93% lean.

### Ground Turkey Activity



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/: **FEATURE RATE**: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. 2/: **ACTIVITY INDEX**: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). 3/: **STORES/AVG**: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: **SPECIAL RATE**: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 4/ Activity Index 2/	79.5% of 7,950 sampled outlets 8.2% of stores w/ no-price promotions Activity Index = 25,530			76.0% of 5,300 sampled outlets 3.7% of stores w/ no-price promotions Activity Index = 16,580			66.6% of 3,750 sampled outlets 14.9% of stores w/ no-price promotions Activity Index = 9,690		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens	0.68 - 1.99	2,600	1.17	0.69 - 1.89	970	0.83	1.39	190	1.39
" - Toms	0.68 - 1.99	2,600	1.17	0.71 - 1.89	970	0.84	1.39	190	1.39
Frozen - Hens	0.25 - 1.39	6,080	0.79	0.37 - 1.69	4,630	0.80	0.38 - 1.59	2,810	0.70
" - Toms	0.25 - 1.39	6,110	0.77	0.33 - 1.29	4,590	0.79	0.33 - 1.59	2,950	0.68
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh	1.38 - 2.99	1,290	2.21	2.29 - 2.59	370	2.34	2.29 - 2.69	260	2.50
Frozen	1.29 - 2.99	1,520	2.22	1.19 - 2.99	1,080	1.86	1.99 - 2.29	310	2.16
Hotel Style									
Fresh	1.99	20	1.99						
Frozen									
Split, bone-in									
Fresh									
Rotisserie	5.99 - 7.99	170	7.30	5.00 - 7.99	650	7.06	7.99	20	7.99
Boneless, whole	3.99	20	3.99						
Cutlets	3.88 - 3.99	220	3.96	5.44	70	5.44	4.54	140	4.54
Cutlets, thin sliced	3.99	120	3.99				4.54	80	4.54
Strips							4.99	140	4.99
Tenders	3.88 - 3.99	90	3.93	4.78	70	4.78	3.99 - 4.39	330	4.16
Marinated Tenders	3.73 - 4.26	1,150	3.82	3.73	40	3.73			
Drumsticks	1.28	10	1.28	0.99	20	0.99			
Thighs									
Wings	1.28	10	1.28	0.99	20	0.99			
Necks									
Smoked Drumsticks	1.99	10	1.99	1.19 - 2.49	350	1.90	1.99	20	1.99
Smoked Wings	1.99	10	1.99	1.89 - 2.49	320	1.92			
Smoked Necks	1.99	10	1.99	1.89	300	1.89			
<b>GROUND TURKEY:</b>									
Patties	2.50 - 2.99	610	2.74	2.50 - 3.00	230	2.97	2.50 - 3.49	230	2.86
Sausage	2.45 - 3.00	410	2.63	1.99 - 2.87	760	2.47	1.99 - 2.87	820	2.46
85% lean	1.58 - 1.99	730	1.88	1.58 - 2.00	90	1.90	2.00	80	2.00
93% lean	2.00 - 2.69	1,090	2.38	1.88 - 2.63	710	2.28	1.99 - 2.80	980	2.49
Breast (99-100% lean)	2.39 - 4.61	650	3.90	2.08 - 4.78	340	3.44	4.39	140	4.39
Rolls (frsh/frz 1 lb.)				1.25 - 1.29	430	1.28			